

## REMARKS

Claims 1-16 are pending. Claims 1, 2, 6, 7, 12, and 13 have been amended. No new matter has been introduced. Reexamination and reconsideration of the application are respectfully requested.

In the November 7, 2001 Office Action, the Examiner rejected claims 1-16. The Examiner provisionally rejected claims 5 and 16 under the judicially-created doctrine of obviousness-type double patenting as being unpatentable over claims of U.S. patent application serial No. 09/359,924. The Examiner rejected claims 1, 2, 6, 7, 12, and 13 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,148,289 to Virdy (the Virdy reference). The Examiner rejected claims 3, 8, 11, and 14 under 35 U.S.C. § 103(a) as being obvious over the Virdy reference, in view of U.S. Patent No. 6,141,653 to Conklin et al. (the Conklin reference). The Examiner rejected claims 4, 5, 9, 10, 15, and 16 under 35 U.S.C. § 103(a) as being obvious over the Virdy reference, in view of U.S. Patent No. 6,144,962 to Weinberg et al. (the Weinberg reference). These rejections are respectfully traversed.

The present invention relates to a system for searching and reporting an incidence of at least one trademark, tradename, celebrity name, and/or famous name on the Internet. The system includes a computer system having a connection to the Internet, and a software program executing on the computer system. The software program is adapted to receive an input of at least one trademark, tradename, celebrity name, and famous name to be searched. The software program then creates a search string including at least one trademark, tradename, celebrity name, and famous name. The software program also receives a URL address of a Web page on the Internet to

be searched. The software program accesses and searches contents of the Web page of the URL address received for matches corresponding to the search string, and then provides the search results of identified matches corresponding to the search string within the Web page of the URL address received.

Independent claim 1, as amended, recites:

entering the at least one trademark, tradename, celebrity name, and famous name to be searched;

creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

entering a URL address of a Web page on the Internet to be searched;

*accessing and searching contents of the Web page of the URL address entered for matches corresponding to the search string; and*

*providing search results of identified matches corresponding to the search string within the Web page of the URL address entered.*

The Viridy reference is directed to a resource discovery system and method for facilitating local commerce on the World Wide Web and for reducing search time by accurately isolating information for end-users. For example, distinguishing and classifying business pages on the Web by business categories using Standard Industrial Classification (SIC) codes are achieved through an automatic iterative process that effectively localizes the Web.

The Viridy reference does not disclose, teach, or suggest the process of independent claim 1, as amended. Unlike the method of independent claim 1, as amended, the Viridy reference does not make mention at all of *accessing and searching*

*contents of the Web page of the URL address entered for matches corresponding to the search string, and providing search results of identified matches corresponding to the search string within the Web page of the URL address entered.* The Viridy reference only mentions that the InterNIC database may be queried using the "whois" command line to obtain a registered domain name's company name, contact, street address, and Internet Protocol (IP) address. (Col. 3, lines 42-51.)

More specifically, the Viridy reference does not teach *accessing and searching contents of the Web page of the URL address entered for matches corresponding to the search string, and providing search results of identified matches corresponding to the search string within the Web page of the URL address entered*, but only discloses an indexer robot that traverses hyperlinks within HTML documents (col. 3, lines 15-41), and the system can return an IP address (numeric address) based on a given domain name (col. 4, lines 1-19.).

The Conklin reference does not make up for the deficiencies of the Viridy reference. The Conklin reference is directed to an Internet brokering system for conducting negotiations. More particularly, the Conklin reference relates to systems for creating sponsored communities over a network, such as the Internet, to enable iterative, multivariate negotiations.

The Conklin reference does not disclose, teach, or suggest the process of independent claim 1, as amended. Unlike the method of independent claim 1, as amended, the Conklin reference does not make mention at all of *accessing and searching contents of the Web page of the URL address entered for matches corresponding to the search string, and providing search results of identified matches*

*corresponding to the search string within the Web page of the URL address entered.*

The Conklin reference only discloses that communications between systems may be secured by utilizing encryption, such as Secure Sockets Layer (SSL). (Col. 22, lines 8-30.)

The Weinberg reference does not make up for the deficiencies of the Virdy reference. The Weinberg reference is directed to database management, analysis, and visualization software tools for maintaining Web site functionality. In particular, the Weinberg reference relates to software tools that facilitate the management and analysis of World Wide Web sites and other types of database systems that utilize hyperlinks to facilitate user navigation.

The Weinberg reference does not disclose, teach, or suggest the process of independent claim 1, as amended. Unlike the method of independent claim 1, as amended, the Weinberg reference does not make mention at all of *accessing and searching contents of the Web page of the URL address entered for matches corresponding to the search string, and providing search results of identified matches corresponding to the search string within the Web page of the URL address entered.*

The Weinberg reference only shows that a user may select items in a menu-type window that are then highlighted, and may also display hidden links on a site map. (Col. 17, lines 5-20; and col. 22, lines 1-30.) Accordingly, applicants respectfully submit that independent claim 1, as amended, distinguishes over the above-cited references.

Independent claims 6 and 12, both as amended, recite limitations similar to independent claim 1, as amended. Claims 2-5 all directly depend from independent claim 1, as amended. Claims 7-11 all directly depend from independent claim 6, as

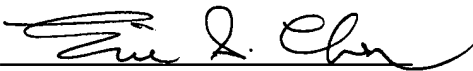
amended. Claims 13-16 all directly depend from independent claim 12, as amended. Accordingly, applicants respectfully submit that claims 2-16 distinguish over the above-cited references for the reasons set forth above with respect to independent claim 1, as amended.

Applicants believe that the foregoing amendments place the application in condition for allowance, and a favorable action is respectfully requested. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a telephone conference would advance prosecution of the application.

Respectfully submitted,

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## APPENDIX

### IN THE CLAIMS:

Please amend claims 1, 2, 6, 7, 12, and 13 as follows:

1. (Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, [the method] comprising [the steps of]:

[providing] entering the at least one trademark, tradename, celebrity name, and famous name to be searched;

creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

[providing] entering a URL address of a Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address entered for [hits] matches corresponding to the search string; and

providing search results of identified [hits] matches corresponding to the search string within the Web page of the URL address entered.

2. (Amended) The method of searching and reporting according to claim 1, wherein the search results are broken down into a number and identity of [hits] the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

6. (Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, [the system] comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input of the at least one trademark, tradename, celebrity name, and famous name to be searched, to create a search string including the at least one trademark, tradename, celebrity name, and famous name, to receive a URL address of a Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for [hits] matches corresponding to the search string, and to provide search results of identified [hits] matches corresponding to the search string within the Web page of the URL address received.

7. (Amended) The system for searching and reporting according to claim 6, wherein the search results are broken down into a number and identity of [hits] the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

12. (Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, comprising:

instructions for receiving the at least one trademark, tradename, celebrity name, and famous name to be searched;

instructions for creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

instructions for receiving a URL address of a Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for [hits] matches corresponding to the search string; and

instructions for providing search results of identified [hits] matches corresponding to the search string within the Web page of the URL address entered.

13. (Amended) The software program according to claim 12, wherein the search results are broken down into a number and identity of [hits] the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.